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PACKAGING

THE CAHNERS MAGAZINE FOR DECISION-MAKERS/JANUARY 1990

FOOD PACKAGING TRENDS

How To Sort Out The Tough Choices

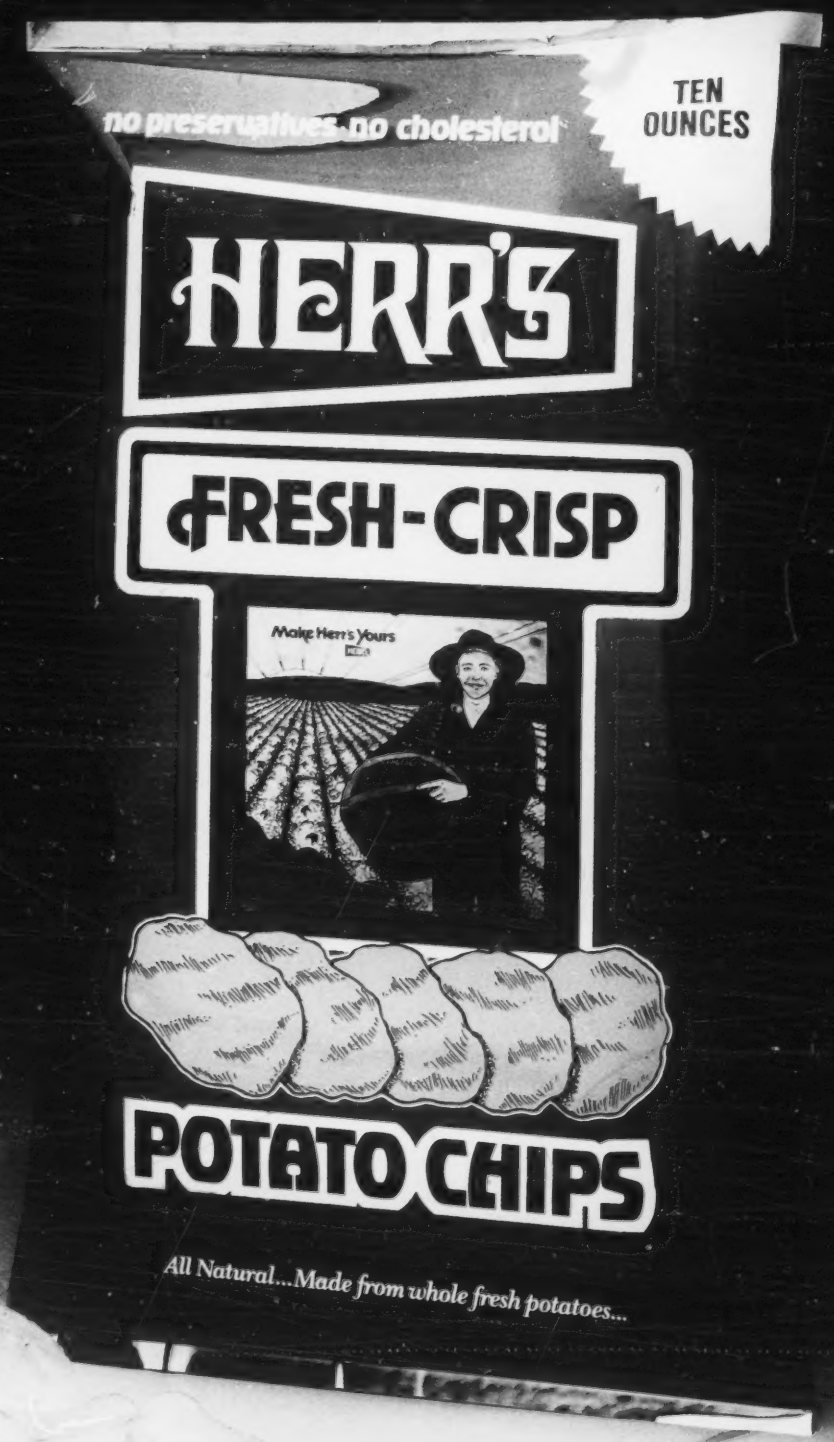
Vertical Filling Redefines The Pouch

Packaging And Manufacturing Merge For Diskette

The PI/I-SPHE Merger: What's In It For You?

P&G Tests Downy Refill Package

How To Specify Ovenable Food Trays



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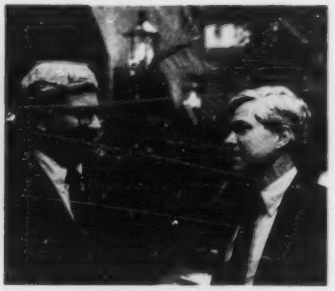


On the cover: Herr's new 10-ounce chip bag with hologram by Robert Sherwood Holographic Design, microembossing by Dazzle Enterprises, converted by Printpack Inc. Photos: Craig Cain.

Hopes for the '90s

Yes, it's a bright new year and a brand-new decade. Editors often take such opportunities to make predictions about the future. Forgive me, but I'll pass. Things move too fast these days for predictions to have much meaning.

I do have hopes, however, for packaging in this last decade of the 20th century. I'd like to share some of them.

I hope, first of all, that Americans will begin to understand—and fully appreciate—the great social and economic benefits of packaging. These range from ensuring food safety and keeping drugs fresh and safe to reducing waste and loss throughout American industry. At present, few average citizens appear to recognize these benefits. It's encumbent on all of us in packaging to help educate them.

I hope that the definition of business success for the 1990s will emphasize productivity, innovation and a focus on long-term growth. The '80s, in contrast, have been characterized as the decade of greed. Personally, I'm sick of speculators, quick-buck artists and other species of financial manipulators raping many of this country's finest companies for personal gain. I think it's time for all of us, as investors, business people, employees and citizens to shout "Enough!"

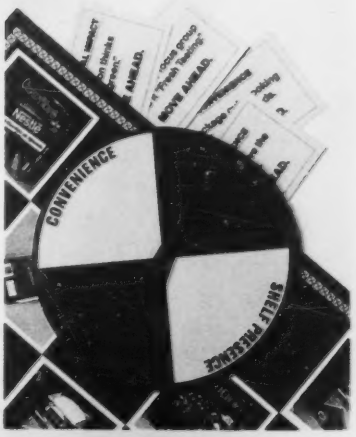
I hope that we as a nation and as employers can find a way to educate those who will follow us, particularly the least advantaged. I don't need to tell you that the educational system in this country is a disaster. If we don't get it fixed and soon, we might as well resign ourselves to a reduced standard of living. And I hope none of us will accept that.

Finally, all of us at PACKAGING hope you and your families have a healthy, happy and productive year.

Robin Ashton

EDITOR IN CHIEF

PI/SPHE merge to form IoPP led by Stan Kopecky (left) and President Bill Armstrong. Page **9**



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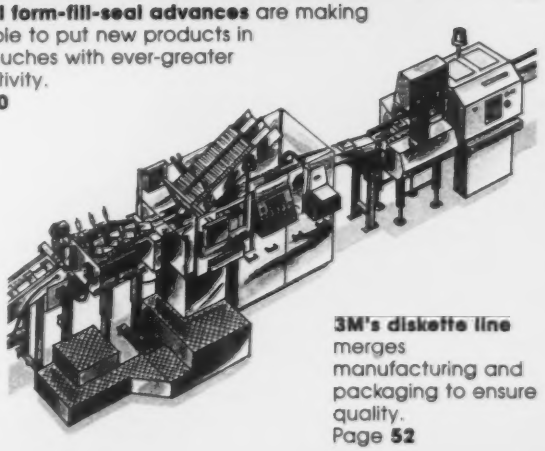

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PACKAGING formerly Package Engineering including Modern Packaging (ISSN 0746-3820) is published monthly, except in February, March, June, and September when two issues are published, in national, demographic and separate editions by The Cahners Publishing Company, A Division of Reed Publishing USA, 275 Washington Street, Newton MA 02158-1630. Terrence M. McDermott, President; Charles E. Moodhe, Senior Vice President/General Manager, Chicago Division; Jerry D. Neth, Vice President/Publishing Operations; J.J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production and Manufacturing. Circulation records are maintained at Cahners Publishing Company, 44 Cook Street, Denver, CO 80206-5800. Phone 303/388-4511. Second-class postage paid at Denver, CO 80206-5800 and additional mailing offices. Postmaster: Send address corrections to PACKAGING at our Denver address. PACKAGING formerly Package Engineering including Modern Packaging, copyright 1990 by Reed Publishing USA; Ronald G. Segel, Chairman and Chief Executive Officer; Robert L. Krakoff, President and Chief Operating Officer; William M. Platt, Sr. Vice President.

ENVIRONMENTAL NEWS

Flash: Consumers Like Taxes

Idea favored as means of funding recycling

A new survey by the National Solid Wastes Management Association shows that Americans prefer taxes on packaging as a means of generating revenue for recycling programs.

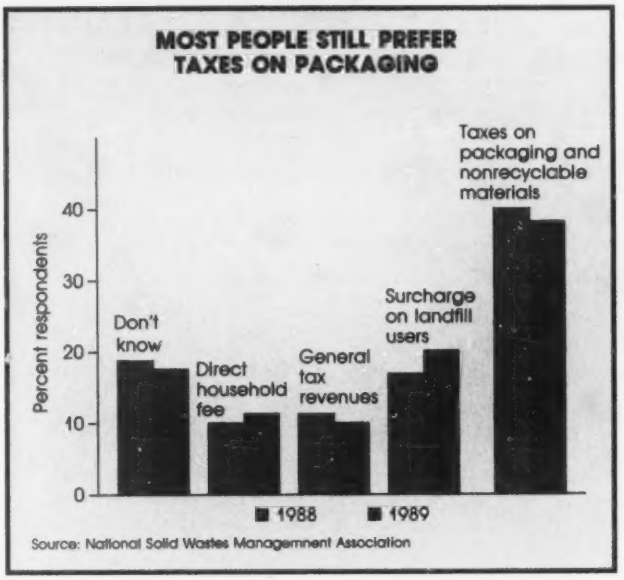
Although the percentage of respondents preferring taxes fell two points since the 1988 survey was conducted, it nevertheless remained nearly twice as high as that for a surcharge on landfill users, the second-most-preferred option.

Other findings:

- More people now favor than oppose the siting of a waste-to-energy plant in their community.
- Public support for the siting of new landfills has increased by nine points, to 29 percent, from a year ago.

The NSWMA's report is a compilation of results of telephone and face-to-face interviews of 3,500 adults in July and August 1989.

For more information, contact the NSWMA, 1730 Rhode Island Ave., Suite 1000, Washington, D.C. 20036.



Firm Foresees Rise In Recycling

Plastics rate to grow fastest through 1994

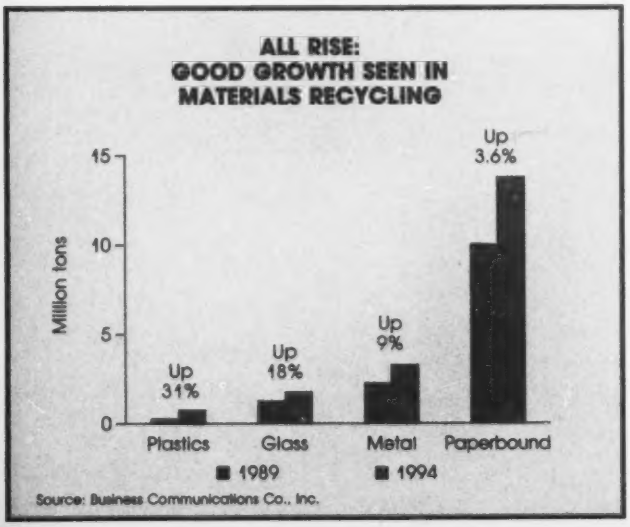
According to a new report from Business Communications Co., Inc., recycling rates for plastics, glass, metal and paperboard will rise significantly between now and 1994.

Although lowest of the four materials in total tonnage recycled, plastics will lead the group in rate of change, rising 31 percent. In comparison, the total amount of paperboard recycled annually is 33 times as great as that of plastics, but the recycling rate for paperboard will rise less than four percent by 1994.

The study notes that recycling could actually become too prevalent for its own good. "The overabundance of collected newsprint, corrugated paperboard and mixed papers, and even PET plastics in some places, has brought about a situation where the materials no longer can be sold and are given away," says the firm.

It adds, "In addition to profitability, developing markets is essential to sustaining faith and credibility in the concept of recycling itself."

For more information on the study, contact Business Communications Co., Inc., 25 Van Zant St., Norwalk, Conn. 06855.



Reuse Of Co-Ex Sheet 'Feasible'

Companies conclude plastics project

A multi-company research project on the recycling of co-extruded plastic sheet shows the process to be "technically feasible."

Working with American National Can Co., Ball Plastics, Brown Machine, Continental Can, Genesis Packaging Systems, Packaging Resources, Inc., and A. Schulman, Inc., Dow developed a simple desk organizer made in part of mixed multilayer materials.

The middle of the structure, representing about two-thirds of the total amount of plastic used, is made up of PVDC, EVOH, polypropylene, polystyrene and polyethylene. The two outer layers are made of PP. No adhesives were used.

"While this is just the beginning of the efforts by Dow in recycling commingled multilayer scrap," says a Dow spokesperson, "the success of the research and of the test project has given us high confidence in the overall compatibility of Saran resins and other rigid-barrier container components in the recycled waste stream."

Potential applications of similar mixed-plastics co-extrusions, according to Dow, are trash cans, flower pots and various office products.

Tape Touts Role Of Paperboard

Council says cartons offer many benefits

A new videotape on the "user friendliness" and "environmental compatibility" of folding cartons is available from the Paperboard Packaging Council.

Titled "Meshing Packaging Benefits and Solid Waste Management," the 25-minute tape discusses the hierarchy of solid-waste solutions and demonstrates how paperboard packaging fits in.

For more information, contact the Paperboard Packaging Council, Suite 411, 1101 Vermont Ave., Washington, D.C. 20005.

BRIEFS . . .

The Council for Solid Waste Solutions, a program of the Society of the Plastics Industry, says a total of 353 **plastics**-related proposals were introduced in various state and local legislatures during 1989 . . . Bottle supplier Stanpac, Smithville, Ont., Canada, has prepared literature describing the benefits of **returnable/refillable bottles** for use by dairies . . .